C1750-1

Broadcasting Jun 25

Incorporating Broadcasting / Cable 59th Year 1990

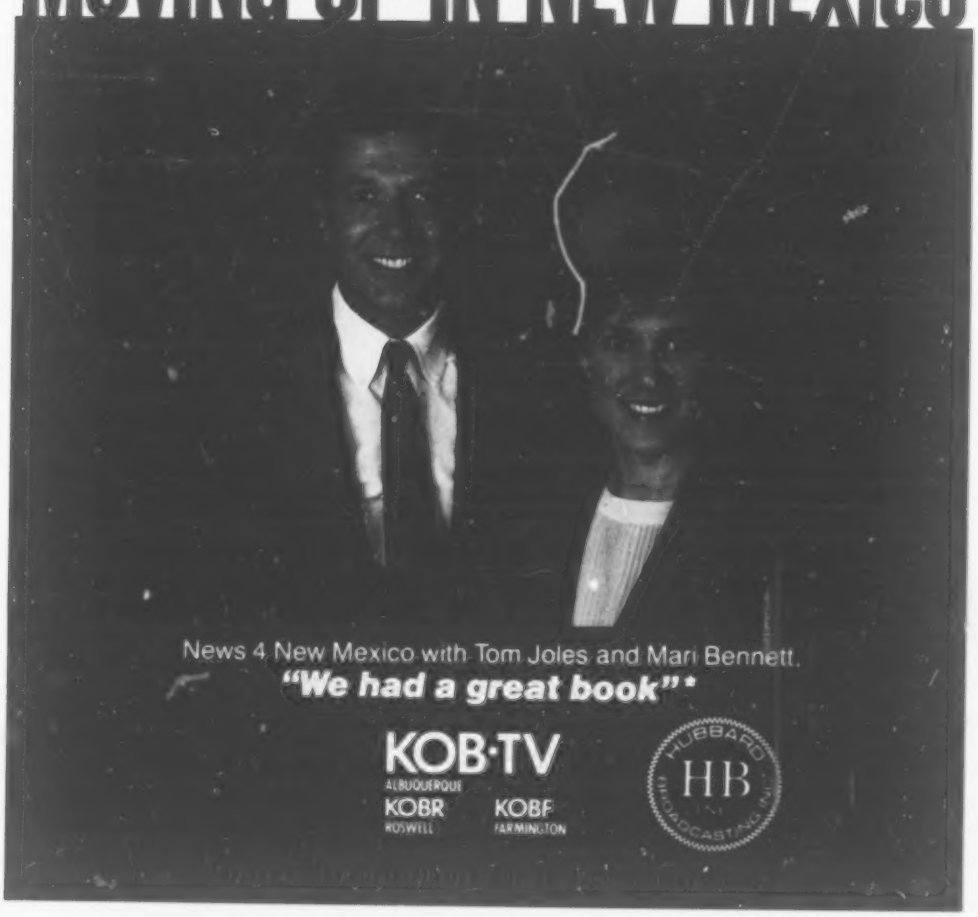
RADIO / 44
Advertising revenues on the way to $9 billion year

TELEVISION / 30
Exclusive: CBS's Jeff Sagansky talks about the road back

CABLE / 50
Digital radio: New audio arrow for cable's bow

TECHNOLOGY / 68
Out damned ghosts: TV technologists exorcising artifacts

MOVING UP IN NEW MEXICO



Vol 118 No 26

AFTER THE WALL
Odyssey in Eastern Europe

BETHESDA MD 20814
520 EAST-WEST HWY
COVGRESSNL INFO SRV **SAMPLE
SRI AC2
20814SRI AT850I ZW2
**********5-DIGIT 20814

THIS WEEK

NAB in session

19 / NAB BOARD MEETING

The NAB board meeting in Washington last week was dominated by discussion of cable and digital audio broadcasting. The radio board set up a special DAB task force; the TV board restated its support for cable reregulation and discussed the possibility of changing the definition for must carry to include a station's ADI, and the joint board advised broadcasters to restrain from airing sexual and violent material.

21 / TCI-NBC AFFILIATION?

John Malone, CEO of the No. 1 MSO, writes to NBC's Robert Wright proposing that TCI systems become NBC affiliates in communities where there are no licensed NBC affiliates. But the proposal is as much aimed at NBC lobbying on cable programing exclusivity as at creating cable affiliates for NBC.

22 / CABLE-BROADCAST CROSSOVER

During the Public Broadcasting Service's annual meeting in Dallas last week (see page 38), PBS said that it, WGBH-TV Boston, WNET(TV) New York and The Discovery Channel are examining the feasibility of launching a noncommercial cable adult educational network that PBS President Bruce Christensen said in no way would compete with PBS broadcast stations.

23 / CBS LATE NIGHT PLANS

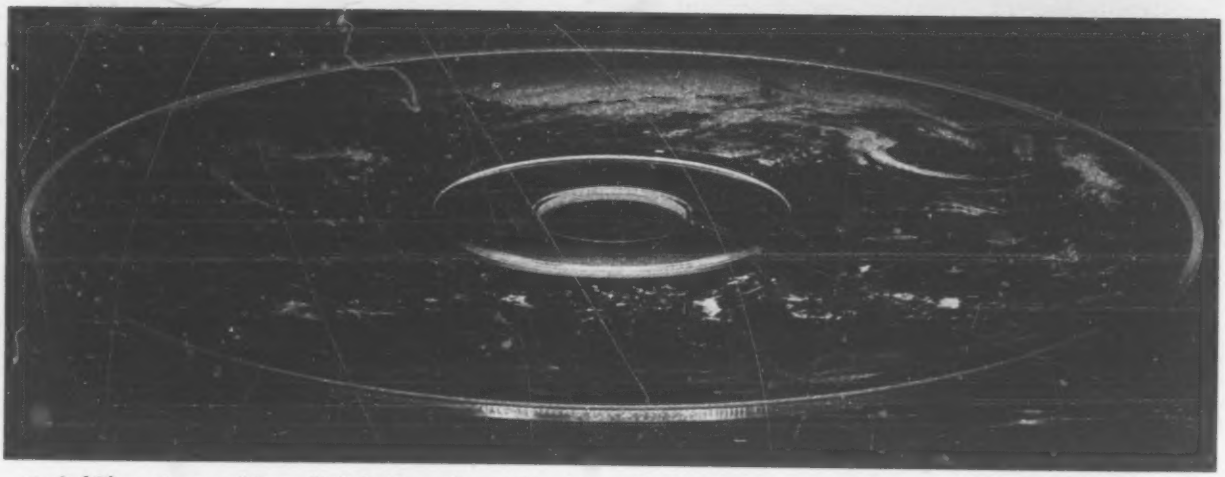
According to sources, CBS executives will announce this week at their affiliates meeting that a Norman Lear comedy and a checkerboard of action-adventure series will make up the new CBS late night lineup. However, the network may find a skeptical affiliate body and one that has been buffeted by syndicators since the cancellation of *The Sajak Show.*

24 / NAB DIARY

The National Association of Broadcasters, in association with Capital Cities/ABC, NBC, CBS and 19 other broadcast entities, has developed a new personal viewing diary it hopes will improve audience measurement. NAB has asked Arbitron and Nielsen to participate in national field tests of the new system. The new portable diary will measure both in-home and other TV viewing.

30 / ROAD TO THE TOP

CBS Entertainment President Jeff Sagansky, in an exclusive interview with BROADCASTING's Steve Coe, talks about the network's strategy to improve its network prime time standing. The game plan: "To get into business with the better producers for the long term, attract top acting talent, lower the demographic skew...and



Digital Planet is one of three digital, CD-quality cable radio services poised to marry cable operators to the audio medium.

then find some programs that we can really be proud of—which are going to define CBS for the next 10 years."

34 / DATELINE: EASTERN EUROPE

With Eastern Europe shaking itself free of Communist domination after some 40 years, BROADCASTING explores the effect of the political changes in that part of the world on broadcasting. How is it developing in the new environment of freedom? Are there opportunities for American broadcasters? Is cable emerging? To find out, BROADCASTING sent chief correspondent Leonard Zeidenberg to East Germany, Poland, Czechoslovakia and Hungary. The first of a series—an overall view of developments in those countries—appears today (June 25).

41 / CUTTING BACK ON NEWS IN TOLEDO

Another ABC affiliate is cutting back on news. WNWO-TV Toledo, Ohio, scrapped its 11 p.m. newscast and eliminated the news director position. In part, the move was made to exploit what the station sees as a more valuable late night franchise—*The Arsenio Hall Show.*

44 / RADIO AD SPENDING

Local and national radio revenue increases should surpass newspaper and TV gains for 1990, according to an upgraded economic forecast from McCann Erickson's Robert Coen. He predicts that radio's total share of advertising will reach almost $8.8 billion in 1990.

46 / RADIO CREATIVE OPPORTUNITIES

As more advertisers look to radio for cost-effective target advertising, agency executives anticipate breakthroughs for creative radio commercials.

50 / RADIO COMES TO CABLE

After delaying their launch for months, three digital radio services are starting to round up the cable support they need to roll out their wares. But to succeed, they also need to find subscribers willing to spend up to $10 a month for the CD-quality sounds.

63 / HIGH-TECH AGENDA

Several high-ranking Democratic members of the House, including Speaker Thomas Foley and Majority Leader Richard Gephardt, unveiled the party's "action agenda" to restore competitiveness of U.S. high-tech products. The plan calls for appropriation of $400 million over three years to establish a counterpart to the Defense Advanced Research Projects Agency within the Commerce Department.

68 / WHO YOU GONNA CALL?

For years, ghosts have been haunting TV broadcasters. Several developers have been working to invent ways to cancel multipath echoes that cause the annoying artifacts, especially as more tall buildings and other manmade shields to radio frequency transmissions appear on the landscape.

INDEX

Advertisers Index	94
At Large	30
Business	54
Cable	50
Changing Hands	58
Classified Advertising	82
Closed Circuit	8
Datebook	12
Editorials	98
Fates & Fortunes	91
Fifth Estater	95
For the Record	76
In Brief	96
International	71
Masthead	16
Monday Memo	17
Open Mike	16
Programing	38
Radio	44
Satellite	73
Special Report	34
Stock Index	61
Technology	68
Top of the Week	19
Washington	63

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. Broadcasting/Cable introduced in 1989. ®Reg. U.S. Patent Office. Copyright 1990 by Broadcasting Publications Inc.

incorporating

The Fifth Estate
TELEVISION.
Broadcasting
■Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $350 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* $115, *Across the Dial* $9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

RATINGS ROUNDUP

For the second week in a row, CBS climbed out of the prime time ratings cellar to finish in second place, behind NBC, leaving ABC in third place. For the week ending June 17, the standings were: NBC, 10.4/20, CBS, 9.7/19, and ABC, 9.3/18.

Nevertheless, ABC did find something to crow about. The new Saturday game show block on June 16 got off to a good start, with *Super Jeopardy!* finishing first in its time period at 8 p.m., with a 7/17. *Monopoly*, at 8:30, finished second with a 7.1/16. ABC's only nightly win of the week was Friday. NBC won Tuesday, Wednesday, Thursday and Saturday; CBS won Sunday and Monday.

Week 38 **June 11–June 17**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		16.8/29	A	Roseanne
2		16.7/31	N	Cheers
3	▲	14.7/28	F	Simpsons
4	▲	14.5/26	F	Married...With Children
5	▼	14.2/28	N	Cosby
6		14.0/26	N	A Different World
6	▲	14.0/29	N	Empty Nest
8	▲	13.8/23	A	Coach
9	▼	13.6/23	C	Designing Women
9	▲	13.6/30	N	Golden Girls
9	▼	13.6/24	N	Seinfeld
12	▲	13.5/29	A	Amer. Funniest Videos
13		13.4/25	C	NBA Finals Game 4
14		13.2/25	C	NBA Finals Game 5
15	▲	12.9/23	N	Midnight Caller
16	▼	12.8/31	C	60 Minutes
16	▼	12.8/25	N	Unsolved Mysteries
18	▼	12.7/22	N	Heat of the Night
19	▲	12.6/23	A	Wonder Years
20	▼	12.5/21	C	Murphy Brown
21	▲	12.3/22	F	In Living Color
22	▲	12.2/21	N	Movie: Those Left Behind
23	▲	11.7/22	N	L.A. Law
24	▼	11.3/25	A	Full House
24	▼	11.3/23	A	20/20
26		11.1/28	C	NBA Finals Post Game 5
27		11.0/20	C	Circus of the Stars
27	▲	11.0/21	N	Matlock
27	▲	11.0/21	A	Who's the Boss?
30	▼	10.8/19	C	Newhart
31	▲	10.5/19	A	Doogie Howser, M.D.
32	▼	10.3/19	C	Sunday Movie: Red River
32	▲	10.3/21	A	Just the 10 of Us
32	▲	10.3/20	C	Major Dad
35	▲	10.2/19	A	Sunday Movie: Live Twice
35		10.2/22	A	Flockens Spec.
37	▲	10.1/19	A	Macgyver
38		10.0/21	N	Hunter
38	▼	10.0/21	A	Perfect Strangers
40		9.9/20	C	Movie: Terror/Hwy 91
40	▲	9.9/18	C	Sydney
42	▲	9.8/20	A	Growing Pains
42	▼	9.8/18	N	Movie: Appearances
42	▼	9.8/19	C	Rescue: 911
45	▼	9.7/18	N	Dear John
46	▼	9.6/19	C	Murder, She Wrote
47	▲	9.5/18	N	Quantum Leap
47	■	9.5/17	N	Singer & Sons
49	▼	9.3/16	A	Movie: Rough Cut
49	▼	9.3/18	A	Head of the Class
51		9.2/19	N	Movie: Elvira
51	▼	9.2/17	A	Primetime Live
53		8.9/16	A	thirtysomething
54	▼	8.4/15	C	Dave Thomas Show
54	▲	8.4/16	C	48 Hours
56		8.0/15	A	Equal Justice
57		7.8/14	A	Young Riders
58	▼	7.7/14	N	Hogan Family
58		7.7/18	N	We'll Take Manhattan
60		7.6/14	A	Brewster Place
61		7.4/14	N	Where's Rodney?
62	▼	7.3/14	C	Jake and the Fatman
63	■	7.1/16	A	Monopoly
64		7.0/16	C	Most Dangerous Game
64	■	7.0/17	A	Super Jeopardy!
66	▼	6.9/15	N	Baywatch
66	▼	6.9/13	A	Father Dowling
68		6.8/14	A	Mystery Movie: Stryker
69	▼	6.6/14	F	Amer. Most Wanted
70	▼	6.4/15	N	My Two Dads
71		5.7/13	N	Movie: Fr. Clements Story
72	▲	5.6/11	F	Booker
73	▼	5.4/13	C	Paradise
74	▼	5.1/11	C	Tour of Duty
75		5.0/12	A	Life Goes On
76	▼	4.8/10	C	Beauty & The Beast
76	▲	4.8/11	F	Cops
76		4.8/9	F	Movie: Less Than Zero
79		4.4/10	F	Totally Hidden Video
80	▼	3.9/7	F	Alien Nation
81	▼	3.7/7	F	21 Jump Street
82	▲	3.3/8	F	Outsiders
83	▲	2.1/5	F	Open House
84	▲	1.9/4	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard *

Week ended June 10

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.9	230	97
2	Jeopardy! (King World)	10.7	220	98
3	Star Trek: Next Generation (Paramount)	9.1	235	98
4	Oprah Winfrey (King World)	8.1	217	99
5	Entertainment Tonight (Paramount)	7.6	180	97
6	Cosby Show (Viacom)	7.5	202	97
7	Wheel of Fortune, wknd. (King World)	7.3	209	92
8	Current Affair (20th Century Fox TV)	7.2	194	96
9	Geraldo (Tribune)	5.4	193	99
9	Magic II (Buena Vista)	5.4	139	87
11	Donahue (Multimedia)	5.3	226	98
12	Warner Bros Vol 28 (Warner Bros Dom TV)	5.2	125	91
13	All Amer Theater	5.0	82	76
14	Mama's Family, syn (Warner Bros Dom TV)	4.7	177	92
15	Family Feud 2 (LBS)	4.6	136	86
15	People's Court (Warner Bros Dom TV)	4.6	182	92
15	Star Search (TPC)	4.6	172	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

COEN SEES RADIO AD SPENDING CLOSING IN ON $9 BILLION

Ad executive says in semi-annual predictions that radio's share of advertising will grow in 1990; outlook for local, spot and network radio also improving; brokers hope good news will encourage activity by financial community

Robert Coen, senior vice president, director of forecasting, McCann-Erickson, upgraded his forecast for total radio advertising expenditures for 1990. According to forecasts released at the ad agency's semi-annual presentation of its "Insider Report" (BROADCASTING, June 18), Coen predicted that radio's total share of advertising would grow from 6.7% in 1989 to 6.8% in 1990, or approximately $8.8 billion.

Local radio revenue was up 5.2% for the first quarter of 1990, according to figures supplied by the Radio Advertising Bureau. The outlook for local radio for the rest of the year, according to Coen, is a 6% increase over 1989, or $6.68 billion. By comparison, the outlook for local advertising in newspapers was only a 3.5% increase over 1989, local TV was 6% and other local media 5.7%, said Coen.

RAB President Warren Potash was "delighted" by the forecasts: "Share growth as well as share erosion is a long slow process.... This new decade will bring more structural change and bring it faster than any other in our history, with the possible exception of the 1950's. The difference is, radio is so much better positioned to prosper in this new emerging marketing climate."

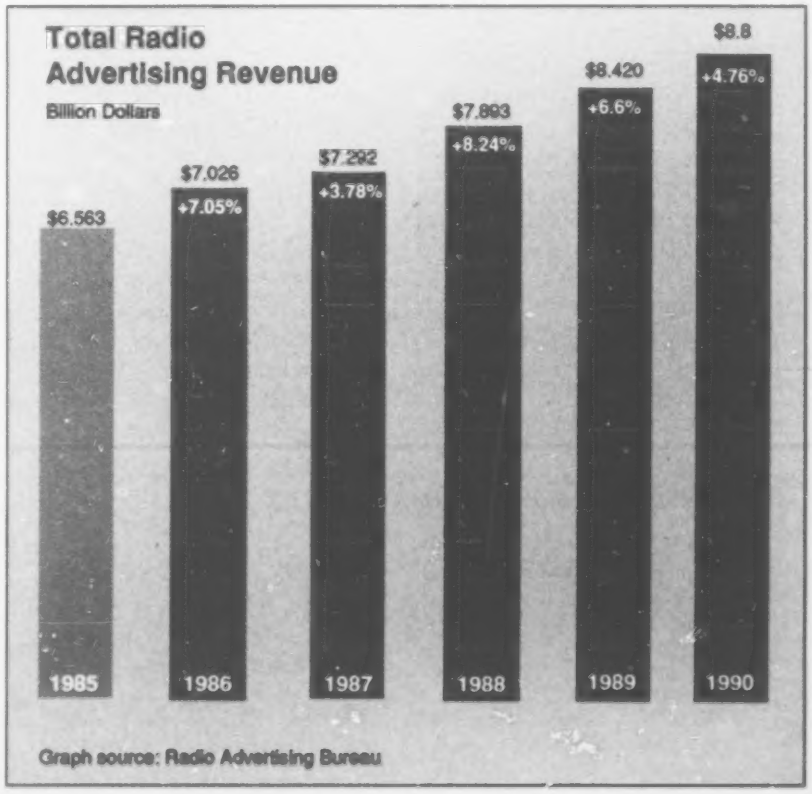
Industry brokers are hopeful that the optimistic climate will help ameliorate the sluggish station-trading marketplace. Bob Mahlman Jr., of New York-based The Mahlman Co., hopes the good news will encourage activity by the financial community. "I hope the banking community reads this and realizes that the economy for radio is coming back. We would all like to see them go back up to the levels of lending they were doing before," Mahlman said, adding: "Any news about radio doing better is good news."

"It is absolutely good for business—if forecast goes up and then the follow-through happens," said Bill Cate, president of Atlanta-based Chapman Associates. "Anytime that radio dollars go up, ultimately, stations bill more and cash flow goes up," he said.

For the first quarter of 1990, national radio revenue also increased. Spot radio in January increased by 8%, it increased in February by 3%, in March by 4% and in April by 4%, the RAB said. The overall increase for the first four months for spot radio was 4%. Network radio revenue began the year down by 3% in January, recovering to post a 7% increase in February and an 8% increase in March. It softened again to a loss of 1% in April compared to the same period last year. Overall, network radio's rate of growth in the first four months of 1990 was 4%.

The future of national advertising, according to Coen, will be marked by a reemphasis on "stronger levels of brand support for the largest and most important brand assets." The outlook for spot radio the rest of the year shows a 5% growth rate to $1.625 billion. Network radio will also finish the year up, according to Coen, posting approximately $500 million in revenue, also a 5% increase. The combined outlook for national radio is a 5% growth rate over 1989, or $2.125 billion.

A cursory look at the last five years of total radio advertising revenue estimates by the RAB (see chart) shows that radio advertising has increased every year since 1985. Projected numbers for 1990 reflect an increase of share for radio, from 6.7% of the total revenue pie, to 6.8%. -30-



CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WVSR-AM-FM Charleston, W.Va. and KCKN(AM)-KBCQ(FM) Roswell, N.M. □ Sold by Ardman Broadcasting Co. to ML Media Inc. for $5.75 million ("In Brief," June 18). Charleston stations were acquired in Nov. 1986. Roswell AM was acquired in July 1986, and FM went on air Oct., 1977. **Seller** is headed by Myer Feldman and has interests WZOU(FM) Boston, WPHR(FM) Cleveland and WEZI-AM-FM Memphis. Ardman recently purchased, subject to FCC approval, WCIB(FM) Falmouth, Mass., from Justice Broadcasting Ltd. for $2.5 million ("Changing Hands," April 2), and WIRA (AM) Fort Pierce and WOVV(FM) West Palm Beach, both Florida, from Roth Communications Inc. for $8.9 million ("Changing Hands," April 9). **Buyer** is headed by Michael L. Ludgate, former general manager of WCHV(AM)-WWWV(FM) Charlottesville, Va. WVSR(AM) simulcasts FM program and is fulltimer with CHR format on 1240 khz and 1 kw. WVSR(FM) has CHR format on 102.7 mhz with 50 kw and antenna 403 feet above average terrain. KCKN(AM) is fulltimer with adult contemporary on 1020 khz and 50 kw. KBCQ(FM) has country format on 97.1 mhz with 100 kw and antenna 300 feet above average terrain. *Broker: Bruce A. Houston of Cecil L. Richards Inc.*

KRZR(FM) Hanford, Calif. (Fresno) □ Sold by Olympia Broadcasting Corp. to Fred Sands for $1.5 million ("In Brief" June 18). Station was acquired in Dec. 1986. Olympia will use proceeds to retire debt. **Seller** is headed by James D. Ireland III, Robert E. Yaw II and Ivan E. Braiker and has interests in KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-KQRZ(FM) Fairbanks, both Alaska; KXXR(FM) Liberty, Mo., and KTRW(AM)-KZZU-FM Spokane, Wash. **Buyer** has interest in KNAC-FM Long Beach, Calif., and recently contracted to purchase KDAY(AM) Los Angeles ("Changing Hands," April 16). KRZR(FM) has top 40 format on 103.7 mhz with 50 kw and antenna 499 feet above average terrain. *Broker: Elliot B. Evers of Media Venture Partners.*

PROPOSED STATION TRADES

Station deals last week: **25**
Dollar value: **$13,135,759**
1990 station deals: **433**
1990 value: **$1,185,099,469**

KAYL-AM-FM Storm Lake, Iowa □ Sold by Northwestern Iowa Broadcasting Corp. to Paul C. and Mark P. Hedberg for $921,400. Price includes $35,000 down payment, $365,000 cash at closing, $300,000 promissory note payable in 10 years at 12.5%, $208,200 for six-year non-compete covenant payable in six annual installments and $13,200 for one year consulting agreement. Stations acquired in 1972. **Seller** is headed by Paul R. Benson and Kenneth Putzier, and has no other broadcast interests. **Buyers** have interest in KLSS-AM-FM Mason City and KUOO-FM Spirit Lake, both Iowa, and KEEZ-FM Mankato and KMRS(AM)-KKOK(FM) Morris, both Minnesota. KAYL(AM) is daytimer with MOR format on 990 khz with 250 w. KAYL(FM) has light gold and sports format on 101.5 mhz with 91 kw and antenna 300 feet above average terrain.

WLAG(AM) La Grange, Ga. □ Sold by West Georgia Radio Inc. to Sterling Entertainment Inc. for $537,160. Price includes $246,150 for assumption of debt to to C&S Bank and $291,000 assumption of corporation debt to James and Marlene G. Uglum. Station was acquired in Aug. 1986. **Seller** is headed by James E. and Marlene G. Uglaum, and has no other broadcast interests. **Buyer** is headed by John Robert Mitchell and Zulfikarali M. Devji, and has no other broadcast interests. WLAG(AM) is fulltimer with adult contemporary format on 1240 khz with 1 kw.

KYSN-FM East Wenatchee, Wash. □ Sold by Robert La Bonte to Stephenson Broadcasting Inc. for $635,000. Total is due in cash at closing and includes $25,000 non-compete covenant. Station was acquired in Nov. 1988. **Seller** has interest in KBRO(AM) Bremerton, Wash. **Buyer** is headed by Brian and Lori L. Stephenson, and has no other broadcast interests. KYSN-FM has country format on 97.7 mhz with 3 kw and antenna 150 feet below average terrain.

WJGA-FM Jackson, Ga. □ Sold by Tarkenton Broadcasting Co. to Donald W. Earnhart for $600,000. Price includes $300,000 cash at closing and prommisory note of $300,000 payable at 10% over 10 years. Station was acquired in May 1977. **Seller** is headed by Dallas M. Tarkenton and Donald W. Earnhart. Tarkenton has interest in Carroll County Media, licensee of WBTR-FM Carrolton, Ga. **Buyer** have no other broadcast interests. WJGA-FM has adult contemporary and black format on 92.1 mhz with 2.15 kw and antenna 374 feet above average terrain.

WKRE(FM) Exmore, Va. □ Sold by Bay Star Communications Inc. to Gillen Broadcasting Inc. for $550,000. Price includes $25,000 deposit with balance due in cash at closing. Station was acquired in Dec. 1983. **Seller** is headed by Klein Leister, William E. Esham Sr., James D. Layton and Wayne Powell. Layton is general man-

TV STATION SALES

$91,000,000*

1st Quarter-1990

*Filed with FCC

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue New York, N.Y. 10022 (212) 355-0405